

Fiscal Year Ending September 30, 2017

Annual Report of the

**MONROE COUNTY TOURIST
DEVELOPMENT COUNCIL**

The
Florida Keys
& Key West
... come as you are®

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

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January 1, 2018

Monroe County Board of County Commissioners
1100 Simonton Street
Key West, Florida 33040

Dear Mayor and Commissioners:

It is our pleasure to present the twenty-eighth annual report of the Monroe County Tourist Development Council (TDC) covering fiscal year ending September 30, 2017. This report is submitted in accordance with Monroe County Ordinance 003-1990 (February 13, 1990).

The accompanying financial reports were prepared by the Administrative Office of the TDC with information provided by the Monroe County Finance Department. We believe the data presented to be accurate and sets forth the financial position and operations of the TDC.

During the ninth year of my chairmanship, the TDC allocated approximately seven (7) million dollars for capital related projects. While enhancing our appeal to our visitors, the availability of these capital funds lessens the tax burdens on our residents, and contributes to residents' quality of life. The TDC has continued to fund municipalities for beach maintenance and restoration; park improvements; and museum restoration projects in all districts. Non-Profit organizations have received funding throughout the Keys for such projects as Coral Restoration; structural repairs and improvements to the Customs House Museum; Mel Fisher Maritime Heritage Society; Key West Botanical Gardens; Marathon Wild Bird Center; Pigeon Key; Dolphin Research Center; Anne's Beach; History of Diving Museum; Founders Park; Florida Keys History and Discovery Foundation; Reef Environmental Interpretive and Marine Conservation Center; History of Diving Museum, and Island Dolphin Care.

Our Market Research program included the creation of a custom strategic marketing blueprint for our various different clusters of visitors. Also completed were a Social Media Effectiveness study, an Ad Effectiveness study, and a Market Study on Italy. In addition, an ongoing goal of the Research Department is to increase the scope and methods of data collection. This year we also added AIRDNA reporting which provides occupancy, average daily rates and RevPar for AIRBNB properties.

The Sales Department focused on educating members of the travel trade (Buyers) across all market segments through various outlets. This included hosting webinars for the leisure market which allowed TDC sales staff to interact with travel agents in a virtual classroom setting and train them on how to position the destination to their clients. Included in these webinars was a question and answer session allowing for personal interaction between sales staff and the trade. Staff also hosted Familiarization trips for international inbound tour operators which mirrored that of our suggested

itineraries. This provided the tour operators with first-hand knowledge and experience on how seamless the itineraries can be followed. For the meetings market, staff created a MICE market (Meetings, Incentive, Congress and Exhibitions) portal on the Key Lime Academy site. Meeting planners liked the convenience of having one place for the support materials they need when shopping the destination for their clients programs

In addition to two new television spots that were created to target the Ecotourism and Millennial markets, Tinsley Advertising promoted an "Own a City" campaign in Philadelphia. For the Fall, Spring and Summer additional media campaigns were presented and approved by the TDC. Agency staff throughout the year kept the TDC apprised of media campaigns and current collateral materials.

The TDC renewed its Agreement with NewmanPR to provide public relations agency services which promotes tourism. Mr. Stuart Newman represented the agency clients at the Annual Society of American Travel Writers Convention based in Wenzhou, China. Mr. Newman pointed out that the Chinese have quite an interest in Ernest Hemmingway, and that Chinese travel to the US is increasing and Chinese travelers are projected to be the largest inbound travel market to the US by the year 2020, making this market one to monitor. They agency continued to update the TDC on public relations coverage of Keys events and activities.

During each TDC meeting Floridakeys.com provides monthly status reports for the review of the Board. The agency launched a new website in December 2016. The new site adjusts to fit any screen size, thus eliminating the need for a dedicated mobile site. Since the launch of the new site there has been an increase in site visitation; users; page views; and average session duration.

In addition, the TDC reviewed the achievements of the FY 2017 marketing plan goals and continued to support and work with the Dive, Fishing and Cultural Umbrellas.

As part of our ongoing marketing strategy, TDC staff presented event funding workshops to assist the one hundred and twelve events that were funded by the TDC throughout the Florida Keys, providing enjoyable and interesting activities for visitors and our residents alike. Staff has also taken the opportunity this year to update and modernize the reimbursement packets provided to event coordinators for submission of their invoices.

The TDC continued to modify their marketing plan to meet the economic trends resulting in a 6.7% increase of bed tax revenues over last year.

At the end of this fiscal year we saw the retirement of Mr. Harold Wheeler, who had served as the TDC Marketing Director since 1996. The TDC advertised, selected and interviewed candidates for the position, and a well-qualified replacement was chosen.

The Keys suffered a direct hit from Hurricane Irma, a category 4 hurricane on September 10th, 2017. A mandatory evacuation of all visitors and residents was put into place. The month of September 2017 took a large economic hit and with long term closures of properties throughout the Keys, will continue to affect our budget during 2018.

I am proud to be involved with the TDC, an organization whose various advisory committees and Board members are comprised of over 50 volunteers, who represent all facets of the community. The TDC continues to monitor the economic factors that affect our tourism industry and looks forward to working with the Board of County Commissioners in our efforts to address the ongoing economic prosperity of our residents in the Florida Keys.

Sincerely



Rita Irwin
Chairperson, Fiscal Year 2016-2017 (10/1/2016 – 9/30/2017)
Monroe County Tourist Development Council

Explanation of Annual Fiscal Reports

The Monroe County Tourist Development Council (TDC) is required to submit an Annual Report of its operations at the close of the fiscal year (Ordinance 003-1990 - 2/13/90).

This report covers the fiscal year ending September 30, 2017, and includes the following seven categories:

- Report of all revenue by category separation
- Report of all expenditures by category required by law
- Reserves and carry-overs for category required by law
- Reserves and carry-overs by category accumulated for specifically approved projects
- Comparison of current report year with immediate past fiscal year
- Listing of all events or projects funded by district
- Ratio of administrative expenses to overall expenditures

Monroe County Tourist Development Council Board Members

Ms. Rita Irwin, Chairperson

Dolphin Research Center
58901 Overseas Highway
Grassy Key, FL 33050
Term of Service: 8/12 to 8/16

Appointed by Neugent
District Appointment
District III

Mr. Peter H. Batty, Co-Treasurer

Keys Energy Services Utility Board
912 Georgia Street
Key West, FL 33040
Term of Service: 8/13 to 8/17
Classification: Elected Official

Appointed by Murphy
District Appointment
District I

Mr. James Bernardin

Pine & Palms Resort.
80401 Old Highway
Islamorada, FL 33036
Term of Service: 1/12 to 2/16,
Classification: Tourist Accommodations

Appointed by Rice
District Appointment
District IV

Mayor Craig Cates, Co-Treasurer

City of Key West
1300 White Street
Key West, FL 33040
Term of Service: 11/13 to 11/17
Classification: Elected Official

BOCC Appointment

Mr. George Fernandez, Vice Chairperson

Key West Butterfly & Nature Conservatory
1316 Duval St.
Key West, FL 33040
Term of Service: 8/13 to 7/17
Classification: Tourist Related Industry

Appointed by Murphy
Mayoral Appointment

Ms. Julie Fondriest, Treasurer

Historic Key West Inns
409 Angela Street
Key West, FL 33040
Term of Service: 9/14 to 9/18 Replaced Wright
Classification: Tourist Accommodations

Appointed by Carruthers
District Appointment
District I

Commissioner Sylvia J. Murphy

Monroe County BOCC
Murray E. Nelson Government Center
102050 Overseas Highway, Ste. 234
Key Largo, FL 33037
Term of Service: Assigned per Ordinance 11/13
Classification: Elected Official

BOCC Appointment

Mr. Michael Shipley

Island Bay Resort
92530 Overseas Highway
Tavernier, FL 33070
Term of Service: 3/16 to 8/19
Classification: Tourist Related Industry

Appointed by Murphy
District Appointment
District V

Ms. Gayle Tippet

Strike Zone Charters
29675 Overseas Highway
Big Pine Key, FL 33043
Term of Service: 9/15 to 9/19
Classification: Tourist Related Industry

Appointed by Kolhage
District Appointment
District II

By statute, appointments are four-year terms, except for elected officials, whose terms may be limited by tenure in office and for those who are appointed to fulfill the unexpired term of a member whose seat becomes vacant.

Administrative Staff

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street Suite 102
Key West, FL 33040
(305) 296-1552

Harold D. Wheeler
Director

Maxine Pacini
Office Mgr.

Lynda Stuart
Corporate Mgr.

Stacey Mitchell
Dir. of Sales

Jessica Bennett/Kelli Fountain
Dir. of Market Research

Rita Troxel
Film Commissioner

Ammie Machan
Admin. Asst.

Jean Brohaugh/Sharon Anaka
Finance Asst.

Laura Hamm
Admin Secty.

Lynne Ragusea/Katrina Cool
Office Asst.

Jack Meier
Sales Mgr.

Sabine Pons-Chilton
Sales Mgr.

Liana Pyne
Sales Coordinator

Yves Vrielynck
Sales Mgr.

Guy A. Ross
Specialty Mkt. Sales

Agencies of Record

ADVERTISING

Tinsley Advertising & Marketing, Inc.
2000 South Dixie Highway
Suite 201
Miami, FL 33133
(305) 856-6060

Representative:

Mr. John Underwood

Vice President – Account Management Supervisor

PUBLIC RELATIONS

Stuart Newman Associates
2140 South Dixie Highway
Suite 203
Miami, FL 33133
(305) 461-3300

Representative:

Mr. Andy Newman

Vice President - Account Supervisor

WEBSITE PROVIDER

FLORIDAKEYS.COM
701 Simonton Street
Key West, FL 33040
(304) 292-1880

Representative:

Mr. Clinton Barras

Account Manager

FISCAL YEAR 2017

GENERIC TWO PENNY

Revenue	18,000,000
5% Reserve	<u>(900,000)</u>
Subtotal	17,100,000
Balance forward	<u>10,249,407</u>
Total Revenue available for appropriation	27,349,407

Revenue includes bed tax collections and interest earned. The 5% reserve is mandated by Florida Statute 129.01 and as such may not be appropriated. Balance forward represents any monies remaining at the close of the fiscal year.

The Monroe County Tourist Development Council, as an advisory board to the Monroe County Board of County Commissioners, recommends the generic two penny allocations.

Two Penny revenue is broken down in the following manner: 7% of gross revenue may be used for program administration; 65% of the net revenue is utilized for generic promotion and advertising; the remaining 35% of the net is used to fund events, public relations and consumer mail fulfillment.

DISTRICT TWO PENNY

Revenue	18,000,000
5% Reserve	<u>(900,000)</u>
Subtotal	17,100,000
Balance Forward	<u>10,661,384</u>
Total Revenue available for appropriation	27,761,384

The individual districts, as an advisory board to the TDC, make recommendations as to the allocation of these funds.

District Two Penny revenue is broken down in the following manner: 3% of net revenue may be used for program administration. District Two Penny revenues may be allocated within the following five categories: Administrative; Visitor Information Services; Capital Projects, Special Events, and Promotion & Advertising.

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL...

An Overview

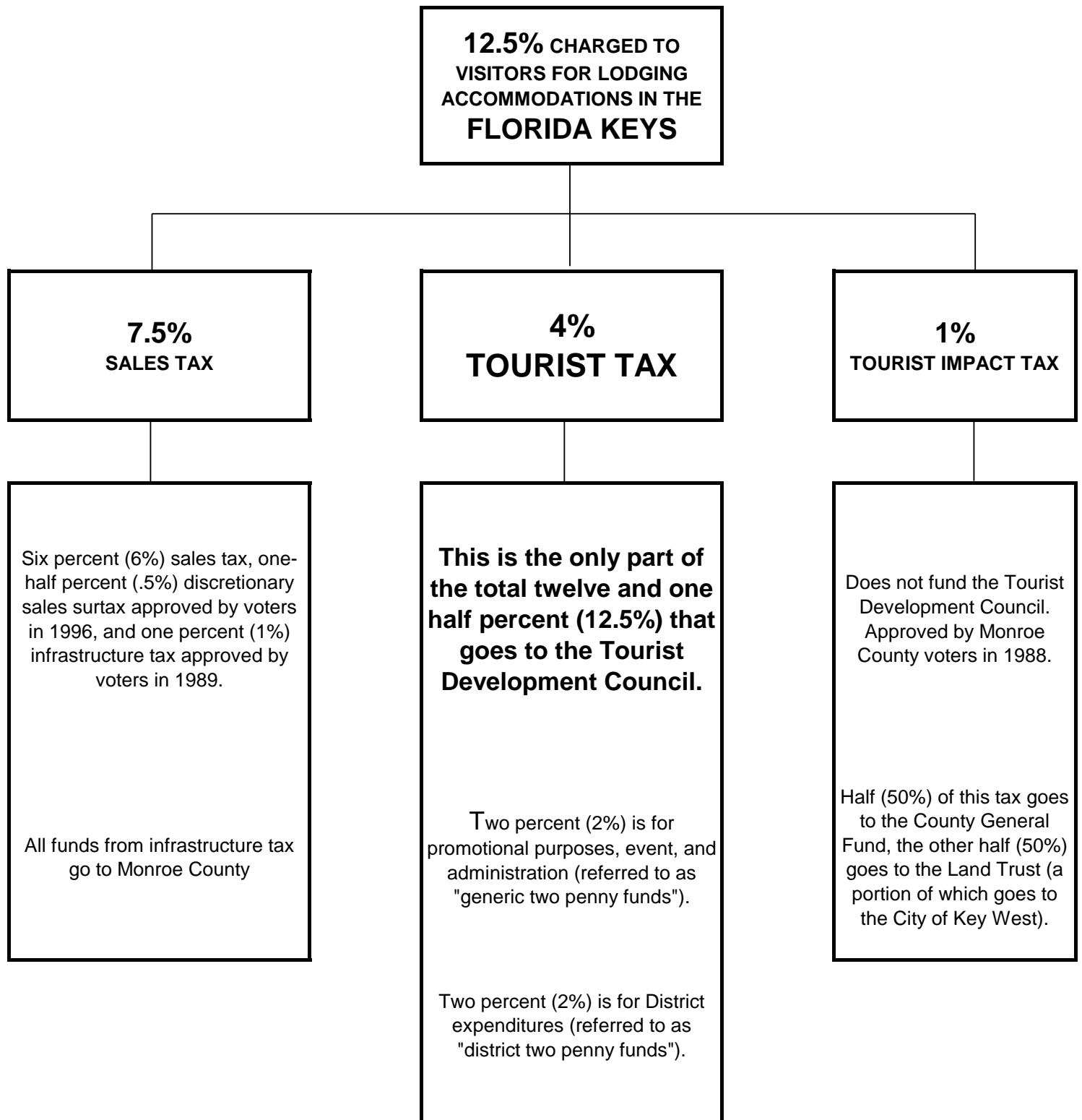
The Monroe County Tourist Development Council (MCTDC, TDC, or the Council), is a public body created by referendum of the electors. Monroe County is one of 52 Florida counties whose people elected to have a Tourist Development Council (TDC), a joining of private and public sector efforts to assist in development of a tourism economy.

The MCTDC is a legislative extension of the Monroe County Board of County Commissioners, which appoints its nine members. Six of the Council's nine members must represent the five TDC taxing districts and are actively engaged in tourism marketing through ownership or managerial operation of a tourism-dependent business. A county commissioner and two other elected municipal officials fill the remaining three seats to represent the interests of the public sector.

By statute, the MCTDC must review all proposed expenditures of tourist development tax revenue and recommend to the Board of County Commissioners those lawful expenditures which it deems most appropriate and effective in developing a tourism economy for Monroe County. All recommended expenditures must be approved by the Board of County Commissioners, first as acceptable budget items, and again for payment by the County Finance Office after the expenditures are made and invoice(s) submitted.

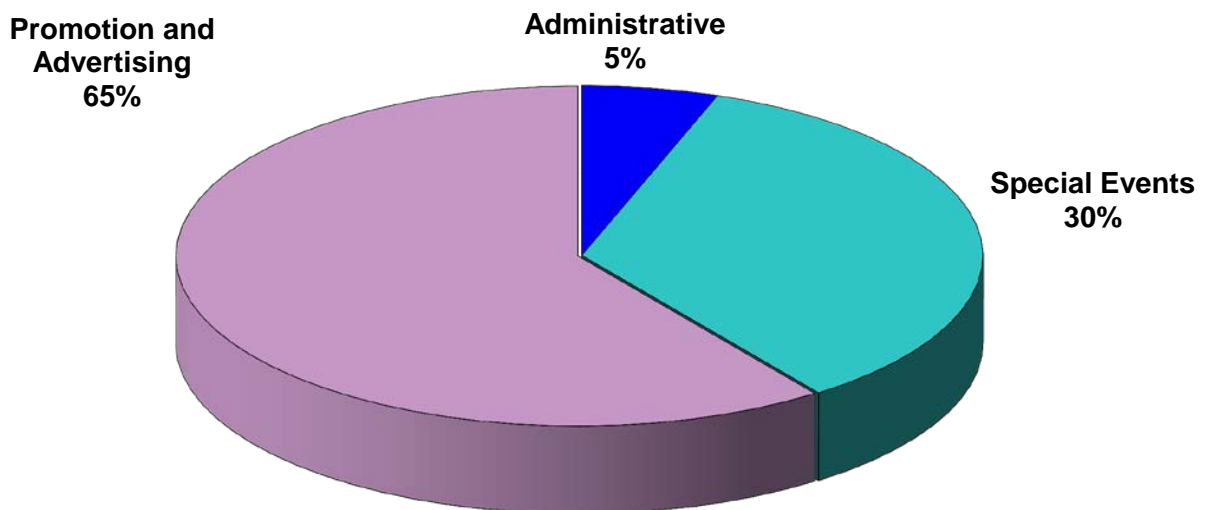
The composition, membership qualifications, responsibilities and duties of all TDC's are defined by Florida Statute 125.0104. The MCTDC is further governed by Monroe County Ordinances 015-1988 and 017-1988 as amended. (See Monroe County Code 2-299 et seq.)

The following information details the tax charged by lodging accommodations within Monroe County. It is imposed on any establishment that rents accommodations for a period of six (6) months or less. These include hotels, motels, guest houses, campgrounds, seasonal rentals, and efficiencies.



The Monroe County Tourist Development Council has explained, in further detail, the utilization of the **four** percent (**4%**) tourist tax on the following pages. Monroe County added 1 cent to the bed tax as of June 2009.

Total GenericTwo Penny Expenditures FY 2017



**GENERIC TWO
PENNY**

<u>REVENUE:</u>	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	11,466,500	12,141,000	674,500
5% RESERVES F.S.129.01	(573,325)	(607,050)	(33,725)
BALANCE FORWARD	<u>6,040,776</u>	<u>5,230,040</u>	(810,736)
TOTAL REVENUE	16,933,951	16,763,990	(169,961)

PROMOTIONAL

	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '17</u> <u>Carry-Over</u>
Advertising Resources	289,620	0	264,129	0	0
Fees & Commissions - Finance	20,000	9,247	16,000	15,309	0
Advertising	8,537,641	8,323,366	8,102,641	7,780,671	0
Mail Fulfillment (Trade)	25,000	8,142	25,000	5,078	0
Sales & Marketing	925,000	923,966	925,000	915,077	0
Website Related Expenses	210,000	77,274	165,000	67,604	0
Promotional Staffing	905,597	578,069	955,597	603,141	0
European Sales Agency	419,000	417,055	419,000	417,043	0
Monroe Council of the Arts	72,500	72,500	72,500	72,500	0
County Services	<u>263,502</u>	<u>39,610</u>	<u>39,610</u>	<u>0</u>	<u>0</u>
Total Promotional	11,667,860	10,449,229	10,984,477	9,876,422	0
GENERIC TWO PENNY PROMOTIONAL TOTAL	\$11,667,860	\$10,449,229	\$10,984,477	\$9,876,422	\$0

ADMINISTRATIVE

	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '17</u> <u>Carry-Over</u>
Salaries/Legal	17,410	11,709	71,568	70,722	0
Fees & Commissions - Finance	60,000	27,741	60,000	0	0
Administrative Advertising	17,000	7,222	16,000	8,885	0
Board & Admin Travel	30,000	12,624	20,000	14,091	0
Capital Outlay	4,820	1,060	7,000	0	0
Administrative Resources	138,757	0	155,380	0	0
Business Lease	150,660	111,154	150,660	111,115	0
Dues & Subscriptions	12,000	8,314	12,000	8,639	0
Communications	35,500	7,483	17,000	6,880	0
Equipment Rental & Leases	15,000	6,069	10,000	6,189	0
Visit Florida	12,000	6,000	12,000	6,000	0
Repair & Maint Services	<u>6,500</u>	<u>6,408</u>	<u>9,500</u>	<u>7,525</u>	<u>0</u>
Subtotal	499,647	205,784	541,108	240,047	0

**GENERIC TWO PENNY
ADMINISTRATIVE**

	FY '16 <u>Appropriations</u>	FY '16 <u>Expenditures</u>	FY '17 <u>Appropriations</u>	FY '17 <u>Expenditures</u>	FY '17 <u>Carry-Over</u>
Operating Supplies	861	858			0
Office Supplies	15,289	10,721	14,000	8,808	0
Courier Service	3,500	250	2,000	10	0
Janitorial	7,500	5,400	7,500	5,750	0
Computer Software	10,000	2,321	1,500	0	0
Small Equipment	6,030	6,020	0	0	0
Administrative Services	<u>758,761</u>	<u>660,370</u>	<u>800,000</u>	<u>626,860</u>	<u>0</u>
Total Administrative	1,301,588	891,724	1,366,108	881,474	0
SPECIAL PROJECTS					
Dist I Ad Campaign ¹	955,318	955,318	772,859	772,859	0
Dist II Ad Campaign ²	105,523	105,523	81,896	81,896	0
Dist III Ad Campaign ³	243,441	243,441	207,245	204,245	0
Dist IV Ad Campaign ⁴	185,294	185,294	147,690	147,690	0
Dist V Ad Campaign ⁵	<u>202,760</u>	<u>202,532</u>	<u>169,738</u>	<u>169,738</u>	<u>0</u>
Total Admin Special Projects	1,692,336	1,692,108	1,379,428	1,376,428	0
RESERVES					
Emergency	426,982	0	426,982	0	426,982
Emergency	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>	<u>0</u>	<u>1,845,185</u>
Total Admin Emergency	2,272,167	0	2,272,167	0	2,272,167
*Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
ADMINISTRATIVE TOTAL	\$5,266,091	2,583,832	\$5,017,703	\$2,257,902	\$2,272,167
GENERIC TWO PENNY TOTAL	\$16,933,951	\$13,033,061	\$16,002,180	\$12,134,325	\$2,272,167

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**GENERIC TWO PENNY
EVENTS
ALL DISTRICTS**

<u>REVENUE:</u>	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	5,533,500	5,859,000	325,500
5% RESERVE F.S. 129.01	(276,675)	(292,950)	(16,275)
BALANCE FORWARD	<u>5,002,196</u>	<u>5,019,367</u>	<u>17,171</u>
TOTAL REVENUE	10,259,021	10,585,417	326,396

	<u>FY '16</u>	<u>FY '16</u>	<u>FY '17</u>	<u>FY '17</u>	<u>FY '17</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
ADMINISTRATIVE					
Salaries/Legal	42,527	31,628	0	0	0
Fees & Commissions - Finance	42,585	19,689	42,585	40,745	0
Mail Fulfillment (Consumer)	59,156	20,949	59,156	20,564	0
Events Resources	263,151	0	279,329	0	0
FL Keys & Key West Film Comm	285,000	172,118	300,000	156,625	0
Public Relations Fees	614,250	614,250	614,250	614,250	0
Public Relations Expenses	1,250,000	932,870	1,350,000	943,349	0
Market Research	708,500	297,553	708,500	320,503	0
County Services	<u>75,436</u>	<u>58,182</u>	<u>58,182</u>	<u>0</u>	<u>0</u>
Total Administrative	3,340,605	2,147,239	3,412,002	2,096,035	0
SPECIAL EVENTS					
Battle in the Bay	0	0	10,000	4,896	0
BP & LK Nautical Flea Market	10,000	6,501	10,000	9,211	0
Brew On The Bay	15,000	14,527	0	0	0
Conch Life Scramble	5,419	0	5,419	5,419	0
Fantasy Fest	140,000	140,000	160,000	0	160,000
Florida Keys Island Fest	20,000	20,000	15,000	15,000	0
Florida Keys Ocean Fest	17,000	17,000	0	0	0
Florida Keys Seafood Festival	17,000	17,000	40,000	40,000	0
Heros Welcome Tribute Weekend	30,000	26,506	30,000	26,487	30,000
Islamorada Swim for Alligator Lgthse	50,000	0	50,000	50,000	0
Islamorada Swim for Alligator Lgthse	0	0	40,000	0	40,000
Key West Brewfest	25,000	0	25,000	20,972	0
Key West Brewfest	0	0	25,000	0	25,000
Key West Food and Wine	35,000	29,453	35,000	35,000	0
Key West Paddleboard Classic	9,017	5,114	17,000	11,686	0
Key West Pride	35,000	23,514	35,000	25,863	0
Quantum Key West Race Week	0	0	120,000	120,000	0
Key West Songwriters Festival	120,000	120,000	120,000	120,000	0
Key West Triathlon & Expo	0	0	17,000	0	17,000
KW World's Championship	120,000	0	120,000	12,000	0
KW World's Championship	0	0	82,457	0	82,457
Key Largo Bridge Run	4,405	4,404	10,000	8,921	0
Key Largo Bridge Run	0	0	2,939	0	2,939
KL Stone Crab & Seafood Festival	40,000	39,005	0	0	0
Key Largo Original Music Festival	25,000	25,000	40,000	40,000	0
Marathon Superboat Grand Prix	50,000	49,747	0	0	0
Original Marathon Seafood Festival	40,000	39,776	40,000	40,000	0
Publix Mad Dog Mandich	3,602	3,602	0	0	0
Publix Mad Dog Mandich	10,000	0	10,000	10,000	0
Mad Dog Mandich	0	0	9,551	0	9,551
NAS Key West	90,000	76,291	0	0	0
No Name Race	7,500	4,395	0	0	0
Orange Bowl Winter Training	50,000	50,000	50,000	50,000	0
Orange Bowl Winter Training	0	0	50,000	0	50,000
REEF Fest	4,848	0	4,848	4,848	0
REEF Fest	0	0	10,000	0	10,000
Sombrero Beach Run	20,000	20,000	20,000	19,805	0
Southernmost Marathon	0	0	25,000	0	25,000
FKCC Swim Around Key West	10,000	0	10,000	0	10,000
Phil Peterson's Poker Run	215,000	95,000	120,000	119,558	0
Tropical Heat	10,000	7,574	17,000	11,493	0
Uncorked Isla & KL Food & Wine	45,000	42,929	20,000	19,703	0
Underwater Music Festival	15,000	10,648	15,000	8,335	0
Univ of Miami Sports Hall of Fame	40,000	40,000	40,000	40,000	0
Winter Poker Run	20,000	5,192	0	0	0
DAC II Resources	4,423	0	1,898	0	0
DAC III Resources	1,480	0	519	0	0
Quantum Key West Race Week	100,000	100,000	120,000	120,000	0
Womenfest	<u>35,000</u>	<u>24,666</u>	<u>35,000</u>	<u>22,170</u>	<u>0</u>
Total Special Events	1,489,694	1,057,844	1,608,631	1,011,367	461,947

**EVENTS
ALL DISTRICTS**

	FY '16	FY'16	FY '17	FY'17	FY'17
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
CULTURAL UMBRELLA EVENTS					
Art! Key West	20,150	0	0	0	0
Big Pine & Lower Keys Art Festival	0	0	7,254	0	7,254
Christopher Peterson's Eycons	0	0	20,270	20,022	0
Cultural Umbrella Resources	0	0	0	0	0
ICE Season	20,400	17,823	21,900	17,370	0
FK Guitar Festival	19,290	14,164	15,656	13,994	0
FK History of Diving Museum	15,288	2,905	15,288	6,340	0
FK History of Diving Museum	0	0	21,650	14,673	0
FK Celtic Festival	21,500	21,078	21,500	21,316	0
FK Wildlife Refuges Outdoor Fest	18,480	17,338	18,850	18,402	0
Generic Arts Advertising	602,880	599,040	566,057	561,326	0
I Love Stock Island	0	0	13,052	12,113	0
Impromptu Concerts	20,200	14,241	21,300	17,267	0
International Sand Art Competition	15,840	15,274	19,550	17,985	0
Jazz-Age Retrospectacular	0	0	21,850	21,290	0
Key Largo Songfest	18,456	17,082	20,500	0	20,500
Key West Garden Club	16,475	15,982	17,589	17,589	0
Key West House & Garden Tours	20,700	19,419	21,700	21,332	0
Key West Art & Hist Society	22,000	5,598	17,250	0	17,250
Key West Burlesque Season	19,450	19,450	21,950	20,685	0
Key West Fringe	21,500	21,500	22,000	22,000	0
Key West Summer Stage	14,360	9,542	0	0	0
KEY West Theater	19,500	15,759	21,350	15,241	0
Little White House Season	16,769	12,252	16,416	11,412	0
Key West Literary Seminar	20,550	20,495	20,550	20,550	0
Key West Symphony Orchestra	22,600	22,600	22,443	22,443	0
KW Tropical Forest & Botanical	19,750	18,905	21,300	1,949	0
Marathon Community Theatre	19,750	11,447	22,250	21,804	0
Master Chef's Classic	9,613	5,552	11,834	11,648	0
Mel Fisher Maritime Museum	21,950	21,463	23,200	18,275	0
Morada Way Walkabouts	21,125	17,000	0	0	21,125
Morada Way Arts & Cultural District	0	0	22,625	7,725	0
Mystery Writers Key West Fest	0	0	10,680	7,428	0
Nutcracker Key West	19,500	15,759	20,800	20,800	0
Pigeon Key Art Festival	<u>19,250</u>	<u>18,880</u>	<u>19,250</u>	<u>19,250</u>	<u>0</u>
Subtotal	1,097,326	990,547	1,137,864	1,002,226	66,129

	EVENTS ALL DISTRICTS				
	FY '16	FY '16	FY '17	FY '17	FY '17
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Paradise Paint Out	0.00	0.00	20,106	17,630	<u>0.00</u>
Pops in the Park	19,950	19,038	20,050	19,686	0
Rsndy Roberts Live	0	0	20,100	20,100	0
Red Barn Theatre	22,100	21,039	21,950	17,710	0
Studios of Key West	22,300	22,300	21,350	21,035	0
Tennessee Williams Theatre	21,050	10,058	21,500	14,403	0
Tennessee Williams Birthday	8,300	8,300	13,140	13,140	0
Theatre XP Inc	14,360	9,542	16,040	9,694	0
Waterfront Playhouse	<u>23,000</u>	<u>23,000</u>	<u>23,188</u>	<u>23,188</u>	<u>0</u>
Total Cultural Umbrella	1,228,386	1,103,824	1,315,288	1,158,811	66,129

FISHING UMBRELLA EVENTS-TOURNAMENTS

Fishing Umbrella Resources	15,000	0	2,500	0	0
BP & Lower Keys Dolphin Tourn	15,000	12,360	15,000	12,887	0
Cheeca Lodge All American Fishing	0	0	5,000	5,000	0
Cuda Bowl	4,600	4,415	5,000	4,847	0
Del Brown Invitational Permit	4,410	4,377	5,000	4,940	0
Florida Keys Dolphin Championship	61,000	41,837	0	0	0
Fishing TV Production	46,613	46,613	85,000	64,974	0
Fishing Umbrella Advertising	422,787	407,635	352,500	345,124	0
District I Fishing Advertising	44,490	43,301	169,800	139,516	0
District II Fishing Advertising	2,000	2,000	8,750	6,000	0
District III Fishing Advertising	33,000	33,000	58,800	51,619	0
District V Fishing Advertising	11,000	11,000	6,600	4,356	0
Fishing Umbrella PR	75,000	50,700	75,000	51,516	0
Golden Fly Tarpon Tournament	3,000	3,000	2,500	2,500	0
Islamorada Spring Fishing Classic	7,500	5,274	7,000	6,872	0
Islamorada Summer Fishing Classic	5,000	4,303	7,000	6,777	0
Islamorada Winter Fishing Classic	7,500	6,926	7,000	6,538	0
Isla All-Tackle Bonefish & Permit	2,500	0	2,500	2,380	0
Isla All-Tackle Bonefish & Permit	0	0	2,500	0	2,500
Islamorada Jr. Sailfish Tourney	3,500	3,500	4,500	4,500	0
Islamorada Ladies Sailfish Tournament	5,000	5,000	5,500	5,500	0
Islamorada Sailfish Tournament	10,000	9,846	15,000	15,000	0
Jim Boker Isla Bonfish & Redfish	2,500	2,500	2,500	2,500	0
Key Largo Sailfish Challenge	8,500	8,000	10,000	10,000	0
Key West Co-Ed Mahi Masters	0	0	5,000	5,000	0
Key West Fishing Tournament	60,000	56,845	60,000	323	0
Key West Fishing Tournament	0	0	55,000	51,940	0
Key West Marlin Tournament	50,000	50,000	60,000	55,836	0
KW Marlin Tournament Pre Tournamen	0	0	5,000	3,500	0
Key West Sailfish Championship	0	0			0
Final Sail	<u>30,000</u>	<u>23,413</u>	<u>30,000</u>	<u>29,049</u>	<u>0</u>
Subtotal	929,900	835,845			2,500

**EVENTS
ALL DISTRICTS**

	FY '16	FY '16	FY '17	FY '17	FY '17
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry-Over</u>
Ladies Tarpon Fly Tournament	0.00	0.00	3,000	2,578	0
Long Walk Home Fishing Tournament	0.00	0.00	5,000	0	0
Marathon Int'l Bonefish	5,000	3,004	0	0	0
Marathon Int'l Bonefish	3,000	0	3,000	2,990	0
Marathon Bull & Cow Dolphin	15,000	13,090	20,000	20,000	0
March Merkin Permit Tournament	5,000	4,874	5,000	4,900	0
Nick Sheahan Dolphin Rodeo	11,100	11,100	19,000	19,000	0
Skipper's Dolphin Tournament	5,000	5,000	13,500	13,500	0
Stock Island Marina King Mackerel	18,000	16,880	0	0	0
Sugarloaf Showdown	0	0	5,000	4,520	0
Take Stock in Children	10,000	0	10,000	0	0
Take Stock in Children	0	0	13,000	0	13,000
Tarponian Tournament	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>	<u>3,000</u>	<u>0</u>
Total Fishing Umbrella	1,005,000	892,793	99,500	70,488	15,500
DIVE UMBRELLA EVENTS					
Dive Umbrella	<u>1,000,000</u>	<u>987,656</u>	<u>1,100,000</u>	<u>1,029,930</u>	<u>0</u>
Total Dive Umbrella	1,000,000	987,656	1,100,000	1,029,930	0
RESERVES					
Emergency	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>	<u>0</u>	<u>1,827,833</u>
Total Emergency	1,827,833	0	1,827,833	0	1,827,833
*Monroe County Finance previous year's corrections					
GENERIC TWO PENNY					
EVENTS TOTAL	\$9,891,518	\$6,189,356	\$9,363,254	\$5,366,631	\$2,371,409

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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Community/Tourism Enhancements

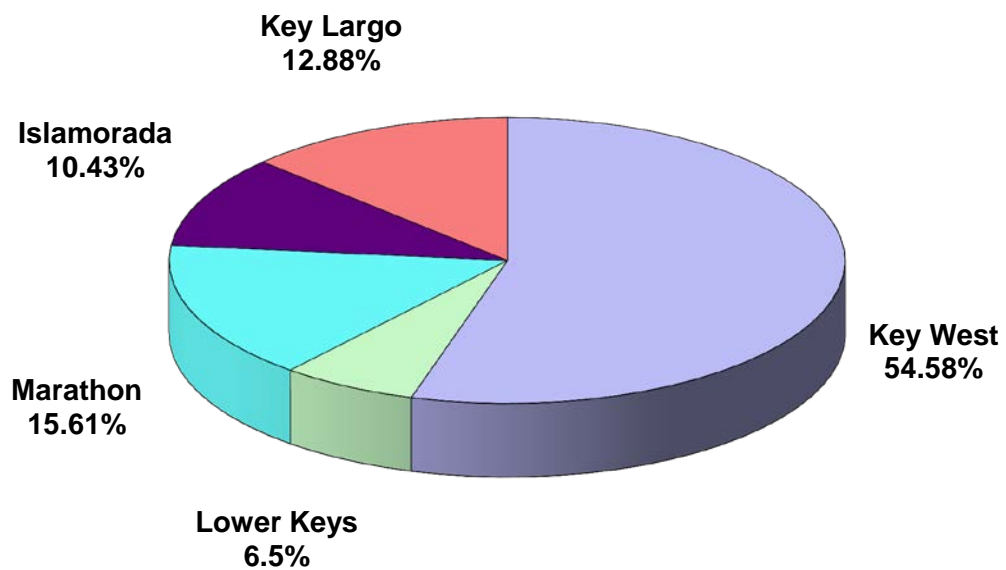
Since its inception, the Monroe County Tourist Development Council has supported district recommended community programs reflecting major projects which include but not limited to:

- Cleaning and maintenance of Keys Beaches (Smathers, Higgs, CB Harvey Rest (Key West); Veteran's Park/Little Duck Key (Big Pine Key); Sombrero & Coco Plum (Marathon); Anne's & Library (Islamorada) and Harry Harris and Settler's Park (Key Largo)
- Florida Keys Museum of Natural History restoration of the Adderley House
- Dolphin Research Center ongoing projects
- Pigeon Key Foundation – ongoing projects including solar energy installation
- Customs House in Key West
- White Street Pier/Higgs and Rest Beaches Projects
- Higgs Beach Special Fund encompassing several major projects
- Smathers Beach – continued maintenance; restoration and the building of new restroom facilities
- Sinking of offshore vessels for artificial reef projects (Bibb, Duane, Thunderbolt, Eagle and Spiegel Grove, the Adolphus Busch and the Vandenberg)
- Ongoing upgrades to East and West Martello Towers including ADA accessibility
- Marathon Community Theatre
- Marathon Garden Club
- City of Marathon – beach improvements, installation of observation boardwalk, kayak docks & tiki huts
- Friends of the Islamorada State Parks
- Village of Islamorada Founder's Park Community and Kiddy Pool, Amphitheatre and repairs to the Hurricane Monument, Islamorada beaches – beach parks cleaning and trash removal; playgrounds & boardwalk replacement project
- Friends of Mallory Square Memorial
- Kitzo-Berg Beach Walkway
- Florida Keys Wild Bird Center – Acquisition of building and sign projects
- Upper Keys Community Pool (Jacobs Aquatic Center) – ongoing projects
- Key West Botanical Garden Projects
- Key West Film Society/Tropic Cinema projects
- African Cemetery Memorial Project
- Mote Marine Lab
- Tennessee Williams Theatre ongoing renovations
- Studios of Key West projects
- Florida Keys Eco-Discovery Center
- Florida Keys History of Diving Museum projects
- Island Dolphin Care
- San Carlos repairs
- Audubon/Geiger House Museum & Tropical Gardens
- Little White House projects
- Waterfront Playhouse ongoing upgrades
- Old Island Restoration Foundation
- AIDS Memorial Repair
- Marine Mammal Conservancy projects
- Schooner Western Union Maritime Museum Refit Project
- Key West Players stage repair
- History of Diving Museum ongoing projects
- Monroe County Key Largo Cultural Center Improvements
- Rowell's Marina – beach renovations
- Bayview Park Vietnam Veteran's Memorial Project
- Truman Annex Waterfront Project – Amphitheater
- Scottish Rite Masonic Center – Building Improvements
- Oldest House – Repairs
- Key West Lighthouse – Preservation Project
- Mel Fisher Improvements Project
- Hellings House Museum Repairs and Restoration

TDC continues to fund county and municipality employee salaries, utilities and general operational costs of a number of beach parks and museums. TDC also allocates annual bed tax revenues for capital projects benefiting our communities and visitors alike. District expenditures which have enhanced each community at no cost to the taxpayers of Monroe County, are found on the following pages. Please note that our report does not include other collected taxes which go directly to the county's long range capital and maintenance programs.

Percentage of FY 2017 Bed Tax Revenue by District

As Per September 2017 MCTDC 4 Penny Bed Tax Report



**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

REVENUE:	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	9,671,300	10,090,800	419,500
5% RESERVES F.S. 129.01	(483,565)	(504,540)	(20,975)
BALANCE FORWARD	<u>5,359,815</u>	<u>6,348,947</u>	<u>989,132</u>
TOTAL REVENUE	14,547,550	15,935,207	1,387,657

	<u>FY '16</u>	<u>FY '16</u>	<u>FY '17</u>	<u>FY '17</u>	<u>FY '17</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	14,096	11,421	0	0	0
Fees & Commissions - Finance	0	0	0	0	0
Utilities	20,000	3,453	20,000	3,666	0
Administrative Services	140,201	0	300,000	0	0
County Services	59,799	59,799	59,799	0	0
Administrative Resources	<u>80,751</u>	<u>0</u>	<u>98,257</u>	<u>0</u>	<u>0</u>
Total Administrative	314,847	74,673	478,056	3,666	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	333,761	333,761	333,761	333,760	0
KWBG Gay & Lesbian VIS	<u>50,000</u>	<u>50,000</u>	<u>50,000</u>	<u>50,000</u>	<u>0</u>
Total VIS	383,761	383,761	383,761	383,760	0
CAPITAL PROJECTS					
W Martello - Salary	51,777	49,054	57,382	52,239	0
Higgs Beach - Salary	73,087	73,085	77,023	75,614	0
Higgs Beach Sand Renourishment Phase II	0	0	1,049,109	0	1,049,109
Capital Project Resources	875,964	0	425,649	0	0
Customs House Masonry Restoration 17	0	0	127,310	0	127,310
Customs House Henry Flagler Exhibit Renova	0	0	20,441	16,848	0
Customs House Museum Roof Repairs	170,990	169,846	0	0	0
Smathers/Rest Beach - Cleaning	520,000	415,322	520,000	403,074	0
Higgs Beach Util/Maint/Op	130,000	126,462	130,000	129,948	0
Higgs Beach - Cleaning	134,925	134,745	135,868	124,389	0
Higgs Beach Operating Supplies	6,500	6,484	6,500	4,566	0
Key West Lighthouse Preservation	315,026	315,026	0	0	0
Mote Coral Reef Restoration - Key West	124,000	124,000	92,750	92,750	0
Museum Maintenance	20,000	11,501	15,000	11,094	0
Museum Utilities	25,000	23,452	22,000	22,000	0
Museum Risk Management	500	212	498	0	0
Hellings House Museum Phase I	80,954	0	80,954	80,954	0
E Martello Papio Gallery Installation	5,758	2,553	0	0	0
E Martello Parking Lot	0	0	400,000	14,020	400,000
E Martello Roof Replacement	0	0	989,648	58,400	969,648
E Martello ADA Upgrades	300,000	24,295	300,000	260,470	0
E Martello Bricks and Mortar Restoration 17	0	0	500,000	29,750	500,000
Lighthouse Ticket Counter 17	0	0	70,000	34,628	0
Mel Fisher Museum Restrooms	6,195	5,929	0	0	0
Mel Fisher Museum Fencing Improvements	7,500	5,025	0	0	0
Mel Fisher HVAC/Generator	0	0	6,000	6,000	0
Mel Fisher Mechanical Repairs 17	0	0	7,575	5,750	0
Key West Lighthouse Preservation Ph II	481,000	406,820	0	0	0
KWBG Signage, Playground, Dem Garden	18,250	13,184	0	0	0
KWBG Gate Water Fountain Sign Kiosk	15,254	15,254	0	0	0
KWBG Critical Boardwalk Repair	0	0	18,000	0	18,000
Oldest House Replace Foundation Supports	45,000	0	45,000	39,075	0
Oldest House Roof Plumbine	0	0	23,955	0	0
City of KW Rest Beach Ren	245,000	0	0	0	0
City of KW Rest Beach Ren	207,000	0	0	0	0
City of KW Truman Wtrfrnt Pk Amphitheater	2,000,000	0	2,000,000	0	2,000,000
City of KW Viet Nam Veterans Memorial	243,475	243,475	0	0	0
Oldest House Electrical, Roof Repair	23,955	0	0	0	0
Coral Reef Restoration Foundation Key West	12,000	12,000	18,000	18,000	0
Reef Restoration - Key West	12,000	12,000	0	0	0
Studios of Key West Phase III	150,000	25,000	150,000	48,355	150,000
Studios of Key West Roof Landscape Lt Elev	100,000	0	0	0	0
Studios of Key West Rooftop Garden	200,000	0	0	0	0
Smathers Beach Restroom Facilities	225,000	0	225,000	0	0
TWMS Lobby Expansion Enhancement	350,000	0	0	0	0
TWT Stage Improvements 17	0	0	600,000	0	600,000
Waterfront Playhouse Dressing Rms Lighting	<u>91,300</u>	<u>91,300</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Capital Projects	7,267,410	2,306,024	8,113,662	1,527,924	5,814,067

**DISTRICT TWO PENNY
ACTIVITIES
KEY WEST**

	FY '16	FY '16	FY '17	FY '17	FY '17
	Appropriations	Expenditures	Appropriations	Expenditures	Carry Over
SPECIAL EVENTS					
District I Event Resources	25,000	0	0	0	0
Conch Republic Cup KW Cuba Race Week	0	0	10,000	9,825	0
Florida Keys Seafood Festival	0	0	17,000	17,000	0
Hot Pink Holidays	10,000	1,000	10,000	2,650	0
Kamp Key West	10,000	3,734	0	0	0
Kelly McGillis Classic	0	0	10,000	7,870	0
Key West Pride	0	0	35,000	25,863	0
Key West Brewfest	17,000	17,000	25,000	0	25,000
Key West Paddleboard	7,983	7,983	17,000	11,686	0
Key West Triathlon	17,000	0	17,000	9,019	17,000
LGBT Art & Culture Evolution	0	0	10,000	6,289	0
Southernmost Marathon	25,000	22,075	25,000	0	25,000
Tropical Heat	10,000	0	17,000	11,493	17,000
Hemingway 5K Run & Paddleboard	10,000	10,000	10,000	10,000	0
Heroes & Villains 5K Run/Walk	10,000	8,667	0	0	0
Key West Film Festival	25,000	7,361	17,000	0	17,000
Key West Food & Wine Festival	0	0	35,000	35,000	0
Key West Half Marathon	35,000	35,000	35,000	35,000	0
Key West Holiday Fest	25,000	24,279	35,000	0	35,000
Key West Race Week	120,000	120,000	0	0	0
Key West World Championship Race	0	0	37,543	0	37,543
Key West Halloween Half Marathon	10,000	10,000	0	0	0
Keystock Music Festival	10,000	6,708	17,000	13,583	0
Miss Gay USA	10,000	7,927	0	0	0
New Year's Eve Shoe Drop	10,000	(10,000)	10,000	0	10,000
Papios Kinetic Parade	10,000	7,300	17,000	13,130	0
PI Aquax Key West Championship	0	0	35,000	0	35,000
SUP Invitational	0	0	10,000	0	10,000
Swim Around Key West	10,000	9,743	10,000	0	10,000
The Key Lime Festival	17,000	16,320	17,000	14,553	0
WINEDINE	0	0	10,000	4,918	0
Womenfest	0	0	35,000	22,170	0
Total Special Events	423,983	305,097	523,543	250,049	238,543
PROMOTION & ADVERTISING					
PR Stringer Fees	33,075	33,075	79,941	78,372	0
FCCA Conference & Trade Show	5,900	5,885	0	0	0
Promo & Advertising Resources	205,900	0	200,000	0	0
District Advertising Campaign ¹	5,518,827	5,387,771	5,812,167	5,717,726	0
DAC I Webcam	14,800	14,800	14,800	14,800	0
Total Promo & Ad	5,778,502	5,441,531	6,106,908	5,810,898	0
Higgs Beach Special Fund	314,047	0	314,047	0	314,047
Total Special Beach Fund	314,047	0	314,047	0	314,047
KEY WEST DISTRICT TWO PENNY PROGRAM					
TOTAL	\$14,482,550	\$8,511,086	\$15,919,977	\$7,976,297	\$6,366,657

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**DISTRICT TWO PENNY
ACTIVITIES
LOWER KEYS**

REVENUE:	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	996,200	1,067,400	71,200
5% RESERVES F.S. 129.01	(49,810)	(53,370)	-3,560
BALANCE FORWARD	<u>392,868</u>	<u>473,066</u>	<u>80,198</u>
TOTAL REVENUE	1,339,258	1,487,096	147,838

	<u>FY '16 Appropriations</u>	<u>FY '16 Expenditures</u>	<u>FY '17 Appropriations</u>	<u>FY '17 Expenditures</u>	<u>FY '17 Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	1,499	1,254	0	0	0
Fees & Commissions - Finance	152	70	152	143	0
Utilities	2,000	350	2,000	373	0
Administrative Services	0	0	0	0	0
County Services	23,290	23,290	23,290	0	0
Administrative Resources	<u>8,989</u>	<u>0</u>	<u>19,171</u>	<u>0</u>	<u>0</u>
Total Administrative	35,930	0	35,930	24,964	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>95,760</u>	<u>0</u>
Total VIS	95,760	95,760	95,760	95,760	0
CAPITAL PROJECTS					
Little Duck Key Beach - Salary	58,059	57,046	58,237	55,942	0
Little Duck Key Beach - Util/Maint/Op	6,844	6,844	8,500	7,574	0
Little Duck Key Beach - Cleaning	20,161	18,810	17,930	8,092	0
Mote Coral Reef Restoration - Lower Keys	54,000	54,000	54,000	54,000	0
CRF Coral Restoration - Lower Keys	0	0	24,570	24,570	0
Capital Projects Resources	<u>121,584</u>	<u>0</u>	<u>343,170</u>	<u>0</u>	<u>0</u>
Total Capital Projects	260,648	136,700	506,407	150,178	0
SPECIAL EVENTS					
Fantasy Fest '14	20,000	20,000	0	0	0
BP & LK Nautical Flea Market	15,000	12,048	0	0	0
No Name Race	175	0	0	0	0
Grimal Grove Holiday Chocolate Festival	0	0	0	0	0
P. Peterson's Key West Poker Run	15,000	13,769	0	0	0
P. Peterson's Key West Poker Run	15,000	0	0	0	0
Underwater Music Festival	<u>15,000</u>	<u>10,447</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Special Events	80,175	56,264	0	0	0
PROMOTION & ADVERTISING					
PR Stringer Fees	10,500	10,500	0	0	0
District Advertising Campaign ²	514,186	471,716	819,316	805,732	0
DAC II Webcam	<u>20,300</u>	<u>20,300</u>	<u>21,000</u>	<u>20,800</u>	<u>0</u>
Total Promo & Ad	544,986	502,516	840,316	826,532	0
LOWER KEYS DISTRICT TWO PENNY PROGRAM					
TOTAL	\$1,017,499	\$791,240	\$1,478,413	\$1,097,434	\$0

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**DISTRICT TWO PENNY
ACTIVITIES
MARATHON**

REVENUE:	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	2,427,600	2,705,400	277,800
5% RESERVES F.S. 129.01	(121,380)	(135,270)	(13,890)
BALANCE FORWARD	<u>945,978</u>	<u>1,860,258</u>	914,280
TOTAL REVENUE	3,252,198	4,430,388	1,178,190

	<u>FY '16</u>	<u>FY '16</u>	<u>FY '17</u>	<u>FY '17</u>	<u>FY '17</u>
	<u>Appropriations</u>	<u>Expenditures</u>	<u>Appropriations</u>	<u>Expenditures</u>	<u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,881	2,228	0	0	0
Fees & Commissions - Finance	300	138	300	291	0
Administrative Services	40,644	0	60,000	0	0
Utilities	6,000	993	6,000	1,056	0
County Services	16,356	16,356	16,356	0	0
Administrative Resources	<u>11,266</u>	<u>0</u>	<u>50,257</u>	<u>0</u>	<u>0</u>
Total Administrative	77,447	19,715	132,913	1,347	0

VISITOR INFORMATION SERVICES

District Visitor Information Services	<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>168,000</u>	<u>0</u>
Total VIS	168,000	168,000	168,000	168,000	0

CAPITAL PROJECTS

City of Marathon Sombbrero Bch Cleaning	65,194	58,800	114,000	71,386	0
City of Marathon Coco Plum Bch Cleaning	42,827	42,033	0	0	0
Coral Reef Restoration - Marathon Waters	24,000	24,000	36,000	0	0
Coco Plum Beach Restrooms	0	0	77,425	0	77,425
Coco Plum Shore Restoration	125,000	0	125,000	0	125,000
Sombbrero Beach Improvements	0	0	40,000	0	40,000
Sombbrero Beach Facilities Upgrade	0	0	40,000	0	40,000
Crane Point Adderley House Restoration	58,261	58,261	0	0	0
Crane Point Museum Entry and Handicap Rar	0	0	6,500	6,320	0
Crane Point Resurface Nature Trails	9,850	4,900	0	0	0
Crane House Public Restroom Project	24,955	24,955	24,955	0	0
DRC Animal Care & Training Office Building	48,120	48,120	0	0	0
DRC Gift Shop Building Improvement	0	0	17,875	0	17,875
DRC Welcome Center Generator	0	0	24,950	0	24,950
DRC ADA Parking, Landscaping and Fencing	0	0	24,500	0	24,500
DRC Construct Welcome Center Building	421,700	0	421,700	0	421,700
DRC Renovate Fish House Building	57,500	57,500	0	0	0
DRC Guest Restroom Change Rooms	134,894	0	134,894	0	134,894
DRC Signage Project	11,750	0	11,750	0	0
DRC Sign Restoration	0	0	15,500	10,045	0
City of Mara Oceanfront Park Ph 5	45,900	45,900	0	0	0
Marathon Wild Bird Center Relocation	0	0	9,500	0	0
Pigeon Key Buildings Additional Sprinklers	0	0	350,000	12,000	350,000
Pigeon Key Gang Building Wall Repairs	0	0	15,000	12,134	0
Pigeon Key Gang Quarters Roof Section	250,000	233,967	0	0	250,000
Pigeon Key Gang Quarters Bathroom Rprs	18,000	12,450	0	0	0
Pigeon Key Roof Repair 16	0	0	250,000	0	0
Pigeon Key Fire Sprinkler System	150,000	13,200	0	0	0
Pigoen Key Ramp Repair	0	0	200,000	0	200,000
Pigeon Key Reroofing Tender/Foreman	0	0	300,000	20,110	300,000
Pigeon Key Wood Floor Restoration	10,000	6,250	0	0	0
Capital Projects Resources	<u>114,529</u>	<u>0</u>	<u>190,009</u>	<u>0</u>	<u>0</u>
Total Capital Projects	1,612,480	630,336	2,429,558	131,995	2,006,344

SPECIAL EVENTS

Event Resources	520	0	0	0	<u>0.00</u>
Heroes Salute Weekend	30,000	27,907	0	0	0
Fantasy Fest	30,000	27,741	30,000	0	30,000
Taste of the Islands	<u>0</u>	<u>0</u>	<u>1,889</u>	<u>0</u>	<u>1,889</u>
Total Special Events	60,520	55,648	31,889	0	31,889

PROMOTION & ADVERTISING

PR Stringer Fees	10,500	10,500	0	0	0
DAC III Webcam	18,400	14,800	15,000	14,800	0
District Advertising Campaign ³	<u>1,457,403</u>	<u>1,440,005</u>	<u>1,693,028</u>	<u>1,677,941</u>	<u>0</u>
Total Promo & Ad	1,486,303	1,465,305	1,708,028	1,692,741	0

MARATHON

DISTRICT TWO PENNY PROGRAM

TOTAL	\$3,404,750	\$2,339,004	\$4,470,388	\$1,994,083	\$2,038,233
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To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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**DISTRICT TWO PENNY
ACTIVITIES
ISLAMORADA**

REVENUE:	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	1,864,900	1,927,800	62,900
5% RESERVES F.S. 129.01	(93,245)	(96,390)	(3,145)
BALANCE FORWARD	<u>702,601</u>	<u>807,802</u>	105,201
TOTAL REVENUE	2,474,256	2,639,212	164,956

	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '17</u> <u>Carry Over</u>
ADMINISTRATIVE					
Salaries/Legal	2,881	2,228	0	0	0
Fees & Commissions- Finance	250	115	250	239	0
Utilities	4,500	817	4,500	870	0
Administrative Resources	13,741	0	17,403	0	0
Administrative Services	30,077	0	45,000	0	0
County Services	<u>12,023</u>	<u>12,023</u>	<u>12,023</u>	<u>0</u>	<u>0</u>
Total Administrative	63,472	15,183	79,176	1,109	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>157,500</u>	<u>0</u>
Total VIS	157,500	157,500	157,500	157,500	0
CAPITAL PROJECTS					
Air Delivery to Divers	8,500	8,500			0
Anne's Beach Boardwalk Repairs PH 1	0	0	300,000	0	300,000
"Communities" Exhibit Buildout	30,000	27,183			0
Florida Keys Wild Bird Street Signage	15,000	12,553			0
Underwater Photography Exhibit Expansion	0	0	9,250	9,250	0
History and Discovery Jerry Wilkinson Library	0	0	10,300	10,300	0
Shade Structure Founders Park Pool	0	0	8,325	8,325	0
History of Diving Museum Sustainability	0	0			0
Diving Museum Timeline Enhancement	28,150	28,150			0
Dive Museum Exhibit	0	0	21,500	21,500	0
Islamorada Village Library Bch Playground	12,739	12,131			0
Islamorada Bch Pk Facilities Cleaning	45,000	45,000	45,000	40,025	0
Coral Reef Restoration - Islamorada Waters	48,950	47,890	15,570	15,570	0
Capital Projects Resources	<u>581,086</u>	<u>0</u>	<u>504,777</u>		<u>0</u>
Total Capital Projects	769,425	181,407	914,722	104,970	300,000
SPECIAL EVENTS					
Beach Road Trip	10,000	0	10,000	3,784	0
Beach Road Trip	0	0	10,000	0	10,000
Conch Life Scramble Golf Tournament	4,581	0	4,581	4,581	0
Conch Life Scramble Golf Tournament	0	0	10,000	0	10,000
Fantasy Fest	0	0			0
Florida Keys Island Festival	0	0			0
Islamorada Grand Prix 17	0	0	25,000	0	25,000
Islamorada Half Marathon 16	20,000	0	20,000	19,989	0
Islamorada Half Marathon 17	0	0	20,000	0	20,000
Keys Woofstock	10,000	6,363			0
Mad Dog Mandich Fishing Classic	6,398	4,553	449	0	449
P. Peterson's Key West Poker Run	10,000	10,000	0	0	0
Swim for Alligator Lighthouse	40,000	0	0	0	0
University of Miami Sports Hall of Fame	0	0	40,000	40,000	0
Upper Keys Reef Crawl	10,000	0	0	0	0
WINEDINE	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>3,718</u>	<u>10,000</u>
Total Special Events	110,979	20,916	150,030	72,072	75,449
PROMOTION & ADVERTISING					
PR Stringer Fees	11,025	11,025	0	0	0
District Advertising Campaign ⁴	1,231,055	1,163,350	1,216,784	1,196,294	0
Promo & Adv Resources	100,000	0	100,000	0	0
DAC IV Webcam	<u>20,800</u>	<u>20,800</u>	<u>21,000</u>	<u>20,800</u>	<u>0</u>
Total Promo & Adv	1,362,880	1,195,175	1,337,784	1,217,094	0
ISLAMORADA					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$2,464,256	\$1,570,181	\$2,639,212	\$1,552,745	\$375,449

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Third Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Generic Two Penny (being that advertising and events fundings are permissible expenditures of the Generic Two Penny fund) resulting in no net loss to the District.

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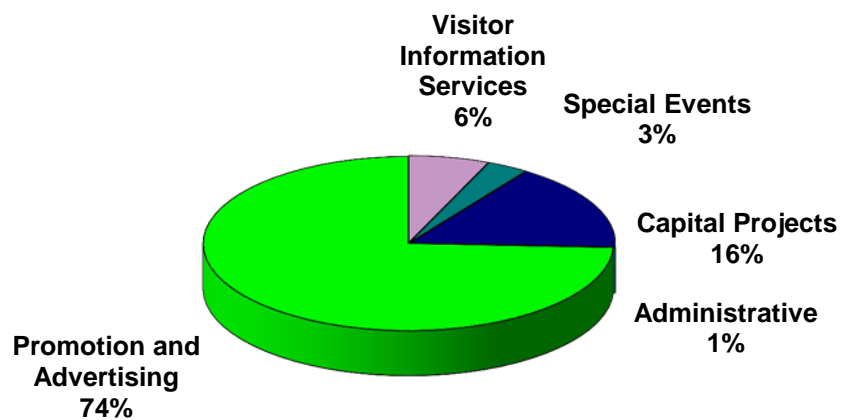
**DISTRICT TWO PENNY
ACTIVITIES
KEY LARGO**

REVENUE:	<u>FY '16</u>	<u>FY '17</u>	<u>VARIANCE</u>
BED TAX REVENUE	2,040,000	2,208,600	168,600
5% RESERVES F.S. 129.01	(102,000)	(110,430)	(8,430)
BALANCE FORWARD	<u>781,735</u>	<u>1,171,311</u>	389,576
TOTAL REVENUE	2,719,735	3,269,481	549,746

	<u>FY '16</u> <u>Appropriations</u>	<u>FY '16</u> <u>Expenditures</u>	<u>FY '17</u> <u>Appropriations</u>	<u>FY '17</u> <u>Expenditures</u>	<u>FY '17</u> <u>Carry-over</u>
ADMINISTRATIVE					
Salaries/Legal	2,881	2,228	0	0	0
Fees & Commissions - Finance	0	0	300	291	0
Utilities	1,200	233	1,200	249	0
Administrative Services	12,876	0	50,000	0	0
County Services	37,424	37,424	37,424	0	0
Administrative Resources	<u>15,792</u>	<u>0</u>	<u>9,161</u>	<u>0</u>	<u>0</u>
Total Administrative	70,173	39,885	98,085	540	0
VISITOR INFORMATION SERVICES					
District Visitor Information Services	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>149,100</u>	<u>0</u>
Total VIS	149,100	149,100	149,100	149,100	0
CAPITAL PROJECTS					
Harry Harris Beach - Salary	66,290	62,844	73,211	66,456	0
Settler's Park - Salary	33,022	32,254	33,835	32,404	0
Harry Harris Beach - Cleaning	25,000	19,000	19,133	17,750	0
Harry Harris Beach - Util/Maint/Rprs	45,000	45,000	45,000	43,292	0
Island Dolphin Care Dock	0	0	22,500	0	0
Island Dolphin Care Exterior Painting	6,000	4,700	0	0	0
CRF Coral Restoration- Key Largo	0	0	112,500	112,500	0
CRF Nature Center Enhancement	0	0	2,889	2,500	0
Coral Restoration - Key Largo	54,775	53,775	49,140	49,140	0
Reef Interpretive Center	0	0	119,500	110,236	0
Reef Marine Conservation Center	0	0	27,400	22,422	0
Reef Restoration - Key Largo	21,826	21,826	0	0	0
Murray Nelson Sign	0	0	40,000	15,149	0
Rowell's Bathrooms PH1	0	0	247,725	7,720	0
Capital Projects Resources	<u>589,303</u>	<u>0</u>	<u>254,426</u>	<u>0</u>	<u>0</u>
Total Capital Projects	841,216	239,399			0
SPECIAL EVENTS					
Bogart Film Festival	25,000	25,000	0	0	0
Bogart Film Festival	25,000	0	25,000	6,084	0
Beach Road Trip	10,000	0	10,000	3,784	0
Beach Road Trip	0	0	10,000	0	10,000
Jimmy Johnson Nat'l Billfish Championship	15,000	15,000	40,000	40,000	0
Key Largo Brew on the Bay	0	0	10,000	10,000	0
Key Largo Bridge Run	5,004	5,004	2,939	0	2,939
Uncorked-KL & Islamorada Food & Wine	0	0	20,000	19,703	0
REEF Fest	5,152	0	5,152	5,152	0
REEF Fest	0	0	10,000	0	10,000
Upper Keys Reef Crawl	10,000	0	0	0	0
Special Events Resources	<u>0</u>	<u>0</u>	<u>30,000</u>	<u>0</u>	<u>0</u>
Total Special Events	95,156	45,004	163,091	84,723	22,939
PROMOTION & ADVERTISING					
Promo & Adv Resources	100,000	0	100,000	0	0
District Advertising Campaign ⁵	1,429,065	1,362,683	1,687,946	1,657,297	0
PR Stringer Fees	11,025	11,025	0	0	0
DAC V Webcam	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>24,000</u>	<u>0</u>
Total Promo & Ad	1,564,090	1,397,708	1,811,946	1,681,297	0
KEY LARGO					
DISTRICT TWO PENNY PROGRAM					
TOTAL	\$2,719,735	\$1,871,096	\$2,222,222	\$1,915,660	\$22,939

To accommodate Monroe County Board of County Commissioners request for capital projects funding under the existing ordinance, the funds must be allocated from the District Two Penny. i.e. If the funds are not available to cover the request of the BOCC for Capital Projects within the county's allocation by District, the shortfall may be taken from the District Advertising Campaign and/or event funding. The subsequent District Advertising campaign and/or events funding shortfall could then be covered by the Special Projects allocation within the Two Penny (being that advertising and events fundings are permissible expenditures of the Two Penny fund) resulting in no net loss to the District.

Total District Two Penny Expenditures FY 2017



**The Monroe County
Tourist Development Council
thanks you for taking the time to review the
information included in the FY 2017 report.
The Board of County Commissioners
and the TDC hope that the data has served
to explain the purpose and legislative intent
being served by these funds.**

DISCLAIMER

The Administrative Office of the Monroe County Tourist Development Council has compiled and produced this report with financial information gathered from the Monroe County Financial Office. The information is correct to the best of our knowledge; however, the MCBOCC/MCTDC and their agencies of record are not liable for any inaccuracies in the information presented.